

Message Text

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PAGE 01 SANTIA 05347 182156Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 ICA-20 /043 W
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R 182018Z JUL 78
FM AMEMBASSY SANTIAGO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9863
AMEMBASSY BOGOTA
AMEMBASSY CARACAS
AMEMBASSY QUITO
AMEMBASSY LIMA

UNCLAS SANTIAGO 5347

EO 11652: NA
TAGS: BEXP, CI
SUBJ: FY 79 EVENT SCHEDULE: FOOD PROCESSING MACHINERY V/CE
PACKAGING U.S.A. V/CE

REF: USDOC 11673

1. SANTIAGO IS VERY PLEASED WITH USDOC DECISION TO SPLIT
FOOD PROCESSING AND PACKAGING SHOW INTO TWO SEPARATE EVENTS,
ADDING VIDEO TAPE PRESENTATIONS TO BOTH SHOWS. OUR RECENT
SUCESS WITH MACHINE TOOL V/CE LEADS US TO BELIEVE THE VIDEO
TAPES ARE WELL WORTH THE EXTRA EFFORT.
2. WHILE THE CHILEAN MARKET FOR FOOD PROCESSING MACHINERY
AND PACKAGING MACHINERY LARGELY OVERLAPS, STAGING THIS
PROMOTION IN TWO SEGMENTS WILL ALLOW US SOME SPECIFIC TARGETING
OPPORTUNITIES AND OFFER A WIDER SELECTION OF U.S. FIRMS AND
PRODUCTS TO CHILEAN INDUSTRIALISTS.
3. FOR CHILE'S FREE MARKET, COMPARATIVE ADVANTAGE ECONOMIC
POLICY TO SUCCEED, EXPORT OF AGRICULTURAL PRODUCTS, ESPECIALLY
FRUITS AND FISH, MUST CONTINUE TO GROW. TO DO SO, HOWEVER,
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MAJOR INVESTMENTS WILL BE NECESSARY IN BOTH FOOD PROCESSING
MACHINERY AND IN PACKAGING EQUIPMENT. PROMOTION FOR THE
UPCOMING PACK-EXPO HAS SHOWN THAT MANY CHILEAN PRODUCERS ARE
KEENLY AWARE OF THE NEED TO IMPROVE THEIR PACKAGING TECH-
NOLOGY. PLASTICS MANUFACTURERS CONTACTED DURING CURRENT MARKET
SURVEY PREDICT PACKAGING TO BE A MAJOR GROWTH AREA IN THEIR
INDUSTRY. WE THEREFORE URGE THAT SANTIAGO BE SCHEDULED FOR

BOTH EXHIBITIONS.

4. PACKAGING U.S.A.: WE REQUEST SANTIAGO BE CONSIDERED AS THE FIRST STOP FOR THIS EXHIBITION BEGINNING MARCH 5, 1979. THIS WILL PROVIDE THE NECESSARY LEEWAY BETWEEN THIS EVENT AND THE PLASTICS PRODUCTION EQUIPMENT TRADE MISSION SCHEDULED FOR APRIL 3-6, 1979.

5. FOOD PROCESSING MACHINERY U.S.A.: OUR PREFERENCE FOR THIS EXHIBITION WOULD BE FOR LATE MAY OR ANY TIME IN JUNE WITH THE EXCEPTION OF CHILEAN HOLIDAY MAY 21.

6. AS USDOC BEGINS PLANNING EXHIBITIONS WE REQUEST THAT ALL PARTICIPATING FIRMS BE ASKED TO PROVIDE PHOTOGRAPHS FOR DISPLAY PURPOSES. ALSO WE HOPE ONE CENTRALLY DESIGNED AND PRINTED SHOW CATALOG CAN BE PRODUCED AS WAS DONE FOR THE MACHINE TOOL SHOW.

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